

Review Title: <b>The benefit of joint working to retain graduates in Bath &amp; North East Somerset ( Scrutiny Inquiry Day)</b>
Policy Development & Scrutiny Panel: <b>Economic &amp; Community Development Panel</b>
Panel Chair & Vice Chair: <b>Cllr. Robin Moss &amp; Cllr Ben Stevens</b>
Policy Development & Scrutiny Project Officer(s): <b>Donna Vercoe &amp; Lauren Rushen</b>
Supporting Service Officer(s): <b>Jeremy Smalley &amp; John Wilkinson</b>

**Process for Tracking PD&S Recommendations - Guidance note for Cabinet Members**

The enclosed table lists all the recommendations arising from the above Policy Development & Scrutiny Review. Individual recommendations are referred to the relevant named Cabinet Members (or whole Cabinet in the case of a whole Cabinet referral) as listed in the ‘**Cabinet Member**’ column of the table. In order to provide the PD&S Panel with a Cabinet response on each recommendation, the named Cabinet member (or whole Cabinet) is asked to complete the last 3 columns of the table as follows:

**Decision Response**

The Cabinet has the following options:

- **Accept** the Panel’s recommendation
- **Reject** the Panel’s recommendation
- **Defer** a decision on the recommendation because a response cannot be given at this time. This could be because the recommendation needs to be considered in light of a future Cabinet decision, imminent legislation, relevant strategy development or budget considerations, etc.

**Implementation Date**

- For ‘Accept’ decision responses, give the date that the recommendation will be implemented.
- For ‘Defer’ decision responses, give the date that the recommendation will be reconsidered.
- For ‘Reject’ decisions this is not applicable so write n/a

**Rationale**

Use this space to explain the rationale for your decision response and implementation date. For accepted recommendations, please give details of how they will be implemented.

## Recommendations from SID Benefit of joint working to retain graduates in Bath & north East Somerset

Recommendation	Cabinet Member	Decision Response	Implementation Date	Rationale
<p><b>Recommendation 1:</b> The SID highlighted the benefits to the local economy arising from the Universities. In particular recognising the economic advantage arising from students as consumers. Research revealed that the biggest factor in retaining and attracting graduates is the availability of good jobs. The SID therefore seeks Cabinet to endorse and continue to implement the Economic Strategy</p> <p><i>Financial Assessment:</i> <b>1. No direct financial implications as can be met within existing service resources/budgets.</b> (The Economic Strategy Report was taken to Cabinet in Nov 11 which agreed resources for the above)</p>	<p>Cabinet  Cllr Cherry Beath</p>	<p><b>Accept</b></p>	<p>Is on-going, report approved by Cabinet, Nov '11, which agreed resources.</p>	<p>Already agreed policy to implement the Economic Strategy</p>
<p><b>Recommendation 2:</b> Business representatives gave evidence that events such as X Media Lab and business networks such as Creative Bath were hugely beneficial to not only promoting business growth per se but in addition in demonstrating to graduates the benefits of staying in B&amp;NES and developing their own businesses and business networks. As such the Council should seek to continue sponsoring and developing such</p>	<p>Cllr Cherry Beath</p>	<p><b>Accept, on condition</b> that private funding and sponsorship from</p>	<p>Work on this is happening and continues</p>	<p>I have actively promoted such events and networking businesses as noted here, and the new events of EXplay, and Xmedia Lab. It is recognised the importance of such events and festivals have on growth and promotion and the excellent offer of the area to encourage Graduates and others to locate, start businesses and networks, and stay and grow their businesses.</p>

*Economic and Community Development Panel: Cabinet Response Table*

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<p>networks and events in order to retain transferable skills within B&amp;NES. Promotion of the involvement of local businesses in scheduling and organising events and festivals to raise the profile of Bath and North East Somerset should be stepped up.</p> <p><b>Financial Assessment:</b></p> <ol style="list-style-type: none"> <li><b>1. Creative Bath will continue to be funded this year. This funding will be subject to service plan negotiations/ discussions for next year as part of the normal process of budget allocation.</b></li> <li>2. The Council is continuing to promote B&amp;NES as a place to hold events such as the recent agreement from 'EXplay' to be held in Bath. There are no new direct financial implications to the marketing and promotion of B&amp;NES to event organisers. Business sponsorship needs to be a key element of bringing these events to the City.</li> </ol>		<p>other bodies, such as the Universities can be secured.</p>		<p>The Council currently supports Creative Bath through funding, this is always subject to budget service planning and review.</p> <p>The Council however cannot continue to bear the lion's share of the finances involved in future years events. Business Sponsorship is the key, and sustainability of the various events. The Council would continue to promote, encourage, and play a coordinating role.</p>
<p><b>Recommendation 3:</b> Implementing the Bath and North East Somerset Economic Strategy (as recommended at 1 above) means expanding and attracting those businesses that demand high skilled workers (particularly graduates).</p> <p>At a more detailed level more needs to be done to match future employer requirements with potential employee qualifications.</p>	<p>Cllr Cherry Beath</p>	<p><b>Accept</b></p>	<p>Already being implemented</p>	<p>Funding has been agreed for the Learning and Skills Partnership, and Work has been commissioned on the Intelligent Labour and Market Planning.</p> <p>The B&amp;NES Learning and Skills Partnership is best positioned to promote this through its strong links with HE/FE as well as the Council.</p>

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<p>This 'intelligent labour market planning' has commenced within the Council and it is recommended that ownership of this and driving the links between employers and HE/FE should be promoted via the B&amp;NES Learning and Skills Partnership.</p> <p><b>Financial Assessment:</b></p> <p>1. <b>No direct financial implications as can be met within existing service resources/ budgets.</b> <i>(Commissioned work has been undertaken on the 'Intelligent Labour Market Planning' and the Learning &amp; Skills Partnership's already has agreed funding from the Council)</i></p>	and Cllr Nathan Hartley			
<p><b>Recommendation 4:</b> With a clear focus on growing business, either through inward investment or indigenous expansion, B&amp;NES Council should develop a more robust inward investment campaign which includes local business and education institutions</p> <p>Specifically more needs to be done to promote the fact that current residents and workers are more highly skilled than labour markets elsewhere in the UK. The inward investment</p>	Cllr Cherry Beath	<b>Accept</b>	Work already on going	We are developing a City Identity strategy project with workshops September '12, involving stakeholders to "Market Bath" to prospective businesses, developers, employers, professional services, creative industry, and others thinking to locate. The

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<p>strategy needs to make more of this comparative advantage and promote Bath &amp; North East Somerset as a place to do business.</p> <p>This must include marketing strategy developed to make sure that we advertise Bath to people who potentially want to settle here as a place to do business beyond the West of England boundaries in conjunction with the Universities.</p> <p><b>Financial Assessment:</b></p> <p>1. <b>No direct financial implications as can be met within existing service resources/budgets.</b> <i>(The “Bristol City Deal” has a nominal allocation of money over 5 Years for inward investment within the West of England region which will support the above recommendation)</i></p>	<p>and Cllr Nathan Hartley</p>			<p>aim is to have a co-ordinated clear story to tell of the excellent offer of Bath and its surrounds, and the particular offer as distinct from the larger nearby areas such as Bristol.</p>
<p><b>Recommendation 5:</b> Research presented at the Panel indicated the value of flexible cheap space to provide flexible low cost space to graduates (and others) in order to allow them to develop their business ideas without the need for a lot of upfront investment.</p> <p>It is recommended therefore that Cabinet support the co-working hub in Bath and a recommendation that this hub could also incorporate information to raise awareness of start-up support e.g. mentoring/networking</p>	<p>Cllr Cherry Beath and Cllr David Bellotti</p>	<p><b>Accept</b></p>	<p>In progress currently</p>	<p>Work towards bringing the Co Working Hub into a reality began last year. Cabinet approved £500K in June Cabinet this year. The Hub will open before the end of the year, and is located in the Guildhall.</p>

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<p>opportunities.</p> <p><b>Financial Assessment:</b></p> <p><b>1. The Cabinet approved ½ Million Capital expenditure towards the development of the co-working hub in the Bath Guildhall.</b></p>				
<p><b>Recommendation 6:</b> The development of a hub is a good start. Businesses that gave evidence to the Panel mentioned the requirement to have ‘move on’ space that allowed them to expand as their business grew without having to move out of the District.</p> <p>It is recommended therefore that the Enterprise Area views this as an urgent priority and makes provision for this in Local Plans and that it is delivered as an early phase of the areas development with further liaison with business about the nature of the space and when it will be required.</p> <p><b>Financial Assessment:</b></p> <p><b>1. This does not currently have an agreed allocation of funding</b></p> <p><b>2. Included within the priorities of the Enterprise Area (part of business as usual)</b></p>	<p>Cllr Cherry Beath, Cllr Bellotti and Cllr Tim Ball</p>	<p><b>Accept In outline. This needs to delivered by the private sector, working with and encouraged by the Council.</b></p>	<p>No funding allocation currently, details for particular sites within the Enterprise Area are yet to be determined, and subject to a number of factors.</p>	<p>Council willing to work with business, and continue to promote the Enterprise Area as a location for businesses to locate to, move on space and expand. This is on- going work of officers in the Major Project and Economic Development teams.</p>

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<p><b>Recommendation 7:</b>            Students undertaking placements, work experience, internships or mentoring with local businesses was seen by both the Universities' and business as a good way to assist with helping retain graduates in B&amp;NES.</p> <p>Actions to support this were recommended as follows:</p> <ul style="list-style-type: none"> <li>- Promote awareness of such opportunities between business, the Universities and colleges</li> <li>- Make the process simpler for students through a central hub of information on placements, internships, mentoring.</li> <li>- Develop a more systematic method of matching opportunities with students rather than relying on personal contacts. For example a web based 'dating' site developed by business, the Council, University and colleges</li> <li>- Encourage the Universities and Colleges to work with businesses to offer 'job tasters' that give students insights into businesses that they may not have known existed.</li> </ul> <p><b>Financial Assessment:</b></p> <p><b>1. There is allocated (<i>Skills &amp; Employability Service Delivery</i>) funding available to develop the Councils policies for internships, placements and</b></p>	<p>Cllr Beath,            Cllr Bellotti,            Cllr Hartley</p>	<p><b>Accept</b></p>		<p>These ideas to bring about more cohesive thinking between the FE/HE institutions and the council are good.            Our Skills and Employment Division, and the Student Community Partnership can strive to see if these ideas can be achieved.</p>

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<p>apprenticeships,  <b>2. There is no agreed funding to develop a method of matching opportunities with students such as the development of a Web based design. Further discussions are needed with local businesses and Colleges; Universities who have a direct interest to supporting the funding allocation for this.</b></p>				
<p><b>Recommendation 8:</b>                      Local businesses with requirements for graduates should collaborate to promote a 'mini milk round' to the University of Bath and Bath Spa University. This would require some coordination by the Council and businesses.</p> <p><b>Financial Assessment:</b></p> <p><b>1. There is no allocated funding for this activity and to be delivered would need sponsorship from the private sector and universities. The Council can play a coordinating role.</b></p>	Cllr Cherry Beath	<b>Reject</b>		This can only be delivered by Sponsorship from private Sector and the Universities. However Council can help to with Co-ordinating.
<p><b>Recommendation 9:</b>                      Fledgling businesses can often struggle with finance, both in raising it, knowing where to raise it and how. This is especially true for students graduating with good ideas and products but lack business knowledge.</p>	Cllr Cherry Beath and Cllr David Bellotti	<b>Accept                      Subject                      to Service                      plans and                      Budget                      resources                      , Officer</b>		We are happy to look into this idea and see if it can happen. It supports our desire to support fledging and start up businesses.



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<p>We recommend that the Cabinet investigates whether there would be a useful role for the Council to play in facilitating the establishment of a local funding forum, bringing together banks, local investors and business angels to support business start-up and growth.”</p> <p><b>Financial Assessment:</b></p> <p>1. <b>There is no direct financial implication as can be met within existing service resources. I.e. through officer time rather than requiring any expenditure.</b> ( will require the resources to arrange a meeting to discuss the recommendation further with key stakeholders)</p>		<p><b>time, to enable this investigation.</b></p>		
<p><b>Recommendation 10:</b></p> <p>Although the review did not specifically look at housing, attendees at the Scrutiny Inquiry Day did note through the facilitated workshops that they felt house prices in B&amp;NES were a threat to future graduate retention.</p> <p>We recommend that the Cabinet investigates whether it is possible to add entrepreneurs/small business owners to the ‘key workers’ groups on the affordable housing and affordable rental register in order to encourage these groups to remain within B&amp;NES.</p>	<p>Cllr Cherry Beath and Cllr Tim Ball</p>	<p><b>Defer</b></p>	<p>Pending the results of the Core Strategy</p>	<p>Student graduation, as far as housing is concerned, will be wrapped up in the core strategy review of housing numbers.</p>

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<p><b><i>Financial Assessment:</i></b></p> <p>1. <b>There is no direct financial implication as can be met within existing service resources. I.e. through officer time rather than requiring any expenditure.</b></p>				